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December 1, 2011

Craig Dirksen, Chair  
Gretchen Buehner  
Marland Henderson  
Nick Wilson  
Marc Woodard

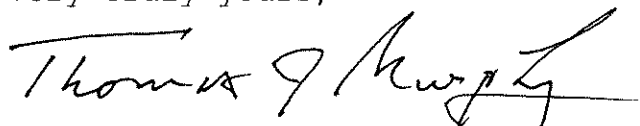
Re: Tigard City Center Advisory Commission Annual Report

Chair Dirksen and Members of the City Center Development Agency Board:

Accompanying this correspondence is the 2011 Annual Report of the Tigard City Center Advisory Commission to the Tigard City Center Development Agency Board. It is submitted in accordance with Section 11 of the CCAC Bylaws.

We look forward to meeting with you at the annual joint meeting of the CCDA and the CCAC on February 21, 2012. In the interim, if I can provide further information about the CCAC's activities, please contact me.

Very truly yours,

A handwritten signature in black ink, appearing to read "Thomas J. Murphy". The signature is fluid and cursive, with a long horizontal line extending from the end.

Thomas J. Murphy, CCAC Chair

**2011 Annual Report of the City Center Advisory Commission  
to the  
City Center Development Agency**

*December 1, 2011*

In February 2011, the City Center Advisory Commission (CCAC) presented to the City Center Development Agency (CCDA) its goals for the year 2011. A copy of those goals is attached to this report as Attachment A. The agenda for the CCAC for the balance of 2011 was largely devoted to developing and implementing those goals. This report is organized around that framework. Unless otherwise noted, all dates occurred within calendar year 2011.

**Goal No. 1 – Project Infrastructure**

***Oversee, review and provide input including the following key projects:***

***i. Main Street/Green Street Phase 1***

- CCAC reviewed and provided feedback for on the project at 30% and 60% design plans. CCAC advocated for additional measures to manage parking and provide additional off-street parking to mitigate loss of spaces.
- CCAC formed a Downtown public art subcommittee (including representation from downtown businesses) to plan for art in conjunction with the Main Street project.

***ii. Open Space/Downtown Park/Plaza Site***

- CCAC strongly advocated that the portion of the parks bond funding allocated as “up to 10%” for downtown open space be committed to acquisition of a site for a public plaza.
- CCAC recommended to CCDA that selection of the plaza site no longer be limited to the previously designated site, and developed criteria for potential new open space sites.

***iii. Burnham Street Completion***

The project was completed in July 2011.

***iv. Pacific Hwy/Hall Gateway***

CCAC recommended a design for the gateway. The CCDA preferred that a major gateway project be deferred until the surrounding properties redevelop. CCAC’s public art subcommittee will look at the property as a site for interim public art.

***v. Lower Fanno Creek***

No action taken.

***vi. Transit Center Revitalization***

No action taken.

***vii. Tigard Street Trail Pedestrian/Bike Boulevard***

CCAC sent a letter supporting the project in the MTIP grant process. Although the project was not selected in this round, CCAC will continue advocating for the project. The project is highly ranked by PRAB for park bond consideration.

***viii. Full Utilization of WES Park & Ride***

No action taken.

**Goal No. 2 – Economic Development**

**a. *Work with Metro consultant to develop marketing plan for downtown***

Engage neighborhoods, business owners, property owners, potential tenants and developers within the consultant process

Michele Reeves' final report was presented to the joint meeting of CCDA and CCAC on July 19, 2011.

**b. *Advocate for implementation of approved plan***

Funds to implement consultant's recommendations are included in the adopted Fiscal Year 2011-12 CCDA budget. CCAC recommends the hiring of a consultant to facilitate formation of a downtown organization.

**Goal No. 3 – Development**

**a. *Promote downtown Tigard***

**i. *Outreach to developers/Solicit businesses***

- CCAC members have engaged in outreach to at least one business that would be a positive addition to the District.
- Staff briefed CCAC on development opportunity studies for sites within the District.

**ii. *Land assembly and direct development options***

No action taken.

**b. *Advise CCDA on possible incentives.***

CCAC recommended a matrix of potential incentives, which was accepted by CCDA.

**c. *Improve our knowledge of the downtown businesses and customer base using census information, cultural demographics, trends, and other statistics***

No action taken.

**Goal No. 4 – Façade Improvement Program**

***Continue to promote and expand program***

One matching grant was awarded in 2011. Design assistance was provided to four properties. Two projects awarded in previous fiscal years were completed.

**i. *Consider expanding program onto streets in addition to Main***

Joint committee recommended that the program remain Main Street-focused for Fiscal Year 2011-12.

**ii. *Pursue endorsements from participants***

No action taken.

**iii. *Develop evaluation metrics that are qualitative and quantitative***

No action taken.

**Goal No. 5 – Circulation Plan**

**a. *Review recommendation before final adoption***

No action taken; plan not yet returned to CCAC for further consideration.

**b. *Engage in regular communication with HCTCAC to ensure HCT transportation plan meets needs and values of downtown and the greater community***

CCAC members have regularly attended the HCT Land Use Plan Citizen Advisory Committee. CCAC members also attended the two public open houses.

- c. ***Continue discussion about the “Heart” of downtown***  
No specific action taken.
- d. ***Keep focus on RR crossing at Ash Avenue and opening to WES park & ride***  
Ash Avenue connection to park and ride lot opened in June. Public Works Dept. feasibility study of at-grade rail crossing consolidation is in progress.

#### **Goal No. 6 – Communication**

- a. ***Liaise with PRAB, HCTCAC and other boards***  
CCAC members have regularly attended the Citizen Advisory Committee for the HCT Land Use Plan.  
CCAC is working closely with PRAB on utilization of parks bond funds for the downtown plaza, and will be forming a joint committee to coordinate that process.
- b. ***Engage in on-going communication with Council and Staff***
  - i. ***Attendance as warranted at council and CCDA meetings***  
CCAC and CCDA held four joint meetings in 2011. Also, it should be noted that Councilor Henderson regularly attended CCAC meetings in 2011.
  - ii. ***Representation at downtown project meetings***  
No action taken; no project meetings.
- c. ***Engage in on-going communication with hired consultants***  
CCAC met with consultants for the Main Street Green Street Project, Downtown Revitalization, and 5-year Urban Renewal Review projects.
- d. ***Engage in on-going communication with citizens of Tigard***  
Citizens frequently attended CCAC meetings, and were invited to speak on any topics of interest to them.
- e. ***Publish a Five-Year Report of accomplishments***  
CCAC deferred work on its five-year “look-back” until updated “Leland Report” was received. That report was delivered and presented at CCAC’s September meeting.
- f. ***Begin a long-range plan to cover the 5, 10 and 15 years left in the URD***  
No action taken. With the updated Leland Report now in hand, it is anticipated that long-range planning will be undertaken concurrently with work on the CCAC’s five-year status report, to begin at the CCAC’s annual planning retreat in January 2012.

#### **Goal No. 7 – Ongoing Processes**

- a. ***Continually improve CCAC procedures including, but not limited to:***
  - i. ***Annual Calendar Development***  
A draft annual calendar was distributed at the March meeting.
  - ii. ***Continue to evolve meeting efficiency and agendas***  
Staff meets monthly with CCAC Chair and Vice-Chair to set agendas.
- b. ***Increase awareness of the impact our work has on the community***
  - i. ***Continually work to increase transparency with citizens***
  - ii. ***Establish a quarterly financial report of Urban Renewal Funds***

*c. Perform other duties as assigned by CCDA*

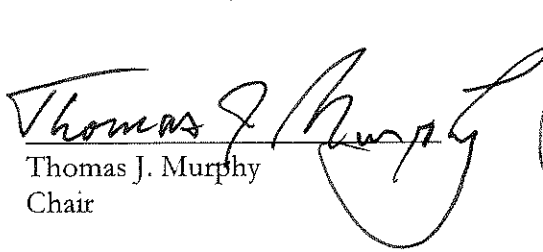

**The Future**

The CCAC will continue its goal-setting process in early 2012. Projects certain to carry over include the Main Street Green Street project (with its expansion to include the north half of Main Street), the Façade Improvement Program, selection of the plaza site, and implementation of Michele Reeves' recommendations for downtown revitalization.

In addition, since the urban renewal district is now five years old, it is appropriate to reflect upon the program's successes and remaining challenges, and consider the future direction of downtown policies and projects. It is anticipated that these reflections will be compiled in a five-year report, to complement Leland's, with work to begin in earnest in January 2012.

The CCAC looks forward to further progress in the year to come.

On behalf of the CCAC,

	
Thomas J. Murphy Chair	Phil Thornburg Vice-Chair